**Film Economics and Management**

## Prof. Mariagrazia Fanchi; Prof. Elisabetta Sola

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

Cinema and the audiovisual represent a fundamental sector of industry, generating economic, cultural, and social value, not only for itself, but also for brands, territories, and nations.

The course aims to provide students with the key concepts to interpret and assess the functioning of film companies: the traditional configuration of the production and distribution chain, and the emerging models.

At the end of the course, students will be able to:

– Identify the different business models adopted by film companies, especially from the point of view of the production, the distribution, and the release of new films;

– Assess the impact of production and distribution initiatives in the national and international context: collect and carry out a critical analysis of the data referring to a specific film and its effects;

– Analyse, from an inductive perspective, the data, the trends, and the development of film production, distribution, and consumption on a national and international scale;

– Recognise the issues arising from the different management models: the strengths and the weaknesses; the possible improvements and the challenges

In particular:

The *Part 1* (held by Prof. Elisabetta Sola) will explore film companies and their trends, with a focus on *production and market positioning*, from the point of view of the actors involved, and ideational, aesthetic, economic, managerial, entrepreneurial, and systemic implications.

Furthermore, the module will focus on the economic feasibility of productive projects, and on the best ways to find the required financing for their realisation.

The *Part 2* (held by Prof. Mariagrazia Fanchi), instead, will analyse the *distribution and consumption* of new films, through a comparison between traditional and emerging models. In particular, it will focus on the study of the new touch points and their metrics, the audience profiling, the models used to assess their impact on the market and the social and cultural environment.

***COURSE CONTENT***

The *first part* will explore the structure of film companies and the processes and the logics at the basis of production and market positioning. In particular, it will provide students with the key tools to assess the sustainability of new productive projects, and find the required financing for their realisation.

The *second part*, instead, will examine the distribution phase, and the relationship with the audiences. In particular, it will focus on the introduction of the key tools to assess the economic, cultural, and social impact of new films.

Finally, during the course, students will have the opportunity to participate to simulations, business games, projects, and discussions on national and international case studies.

***READING LIST***

The reading list (mainly composed of essays and research papers) will be made available on Blackboard.

Textbooks of reference:

- Craig Batty- Marsha Berry-Kath Dooley-Bettina Frankham-Susan Kerrigan, *The Palgrave Handbook of Screen production*, Palgrave-MacMillan, London, 2019.

- Marco Cucco-Giuseppe Richeri (eds.), *Le industrie del cinema. Un confronto internazionale*, Mimesis, Milano, 2022.

- Ramon Lobato, *Netflix Nations. Geografia della distribuzione digitale*, Minimun Fax, Roma, 2020.

- Michael Smith-Rahul Telang, *Streaming, Sharing, Stealing. I big data il futuro dell’intrattenimento*, Minimum Fax, Roma, 2019

- Chuck Tryon, *Cultura On Demand. Distribuzione digitale e futuro dei film*, Minimun Fax, Rome, 2017.

- Dario E. Viganò, *Manuale del FilmMaker. Scrivere, produrre, distribuire*, Morcelliana, Brescia, 2019.

***TEACHING METHOD***

The lectures will be based on the comment of texts, the presentation of research papers and case studies, the development of practical critical and analytical skills, and the participation to projects. In addition, students will have the opportunity to meet subject matter experts.

***ASSESSMENT METHOD AND CRITERIA***

The final assessment will consist in an oral or written exam, aimed to test the knowledge and the understanding of the topics explained in class and in the teaching material in support of the two modules (70%), and a project work (30%).

The vote for the interview/written exam will be given by the mathematical average of the two modules. The vote of the project work will be unique.

Other assessment criteria will include:

* the participation to the activities promoted in class;
* the participation to the initiatives proposed during the course in order to help students develop complementary skills (e.g. creative and productive skills);
* the participation to initiatives in partnership with companies.

In general, the final mark will take into account the following aspects: the ability to explain the complexity and the peculiarities of the topics explained during the course, the accuracy of the assignments and the projects, and the ability to interpret the context of reference.

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course.

The students who can’t attend classes on a regular basis (for valid reasons), are invited to contact the lecturer at the beginning of the academic year, in order to define an alternative reading list.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG, or on the Faculty notice board.